



Councilmember Cynthia A. Sterling  
District Three

# Media Alert

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**FOR IMMEDIATE RELEASE**  
Friday, December 19, 2008

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## **Councilmember Cynthia A. Sterling attends the Bank on Fresno Press Conference**

FRESNO – Mayor Alan Autry and Councilmember Cynthia A. Sterling participated in a December 15th press event highlighting the Bank on California, a statewide banking program that the City of Fresno will be implementing in partnership with the Office of the Governor, other agencies and five other California cities.

The program, referred to as the Bank on Fresno here in the valley, is intended to spur the integration of working households into the mainstream financial sector by encouraging them to open bank accounts. This demographic, or “unbanked” population, often lacks access to basic financial services that require a checking account, perpetuating a cycle of poverty. With approximately 54,000 unbanked households in Fresno County, an estimated 11 percent of the city’s population is unbanked – twice the national unbanked average and the highest percentage in the nation. The Bank on Fresno program is an effort to mitigate this issue.

The city has partnered with United Way who will outreach to the community as the Bank on Fresno Coordinator.

Additional questions regarding the program can be directed to Georgeanne White in the Mayor’s Office at (559) 621-8000 or via e-mail at [Mayor@fresno.gov](mailto:Mayor@fresno.gov).

For more information about the Bank on California please visit <http://gov.ca.gov/fact-sheet/8599/>